

# CONNECTICUT PACKAGE STORES ASSOCIATION



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Senator Colapietro, Representative Shapiro and members of the General Law Committee:

The Connecticut Package Stores Association (CPSA) represents the nearly 1,100 off-premise package store retailers in the state of Connecticut, working to promote and protect their integral role as one of the three tiers of the alcohol beverage industry in CT. We submit this testimony in opposition to H.B. No. 5276 (RAISED) AN ACT CONCERNING CONNECTICUT BASED MICROBREWERIES.

The three tiers of the alcohol beverage industry function effectively and our concern with this bill is that it would lead to consolidation in the wholesaler market because there would be fewer wholesalers carrying product if franchises could be easily terminated. Wholesalers invest a great deal of capital in marketing product in the state. The marketing capabilities of the wholesaler tier allow consumers at the retail level a good deal of choice and knowledge on product the product they purchase. There needs to be an effective balancing between the wholesaler and manufacturing tier in order to provide the most consumer friendly environment for alcohol beverage delivery. We respectfully oppose this bill and look forward to further working with the General Law Committee on providing the best market for Connecticut consumers.